

## AMENDMENTS TO THE CLAIMS:

The below listing of claims will replace all prior versions and listings of the claims in the application:

### LISTING OF CLAIMS:

Delete claims 1-9.

10. (Currently Amended) A computer readable storage medium encoded with computer program instructions which when accessed by a computer cause the computer to load the program instructions to a memory therein creating a special purpose data structure causing the computer to operate as a specially programmed computer, executing a method of dynamic release date, comprising:

creating in the specially programmed computer database a target release date;

transmitting to an interface of the specially programmed computer the target release date and a target number of advance orders;

receiving a number of advance orders from a plurality of advance purchasers;

transforming the target release date into an actual release date when the number of received advance orders from advance purchasers equals the target number of advance orders;

wherein the method of dynamic release date further includes offering incentives to potential purchasers to submit advance orders.

11. (Previously Presented) A computer readable storage medium as defined in claim 10, wherein the target release date is for the release of at least one of a compact disk and a dvd.

12. (Previously Presented) A computer readable storage medium as defined in claim 10, wherein the target release date is a release date for a movie.

13. (Previously Presented) A computer readable storage medium as defined in claim 10, wherein the method of dynamic release date further includes the step of advancing the target release date to a second, earlier revised release date when the target number of advance orders is received.

14. (Previously Presented) A computer readable storage medium as defined in claim 13, wherein the method of dynamic release date further includes the step of setting a goal and, when both the goal is met and the target number of advance orders is received, advancing the target release date to a third revised release date that is earlier than the second revised release date.

15. (Previously Presented) A computer readable storage medium as defined in claim 10, wherein the method of dynamic release date further includes resetting the target release date to a second target release date when the target number of advance orders is not received prior to the target release date.

16. (Cancelled)

17. (Previously Presented) A computer readable storage medium as defined in claim 10, wherein the method includes providing goal feedback information to at least some of the advance purchasers.

18. (Previously Presented) A computer readable storage medium as defined in claim 10, wherein the method of dynamic release date further includes transmitting to an interface of the specially programmed computer a target release date, a target number of advance orders, and a second release date, wherein the target release date becomes an actual release date if the target number of advance orders is received, and the second release date becomes the actual release date if the target number of advance orders is not received.

19. (Previously Presented) A computer readable storage medium as defined in claim 10, wherein the method of dynamic release date further includes releasing a product to advance purchasers on the actual release date, and releasing the product to other purchasers at a later release date.

20. (Currently Amended) A computer readable storage medium encoded with computer program instructions which when accessed by a computer cause the computer to load the program instructions to a memory therein creating a special purpose data structure causing the computer to operate as a specially programmed computer, executing a method of dynamic release date, comprising:

creating in the specially programmed computer database a target release date;

transmitting to an interface of the specially programmed computer the target release date and a target number of advance orders;

offering incentives to potential purchasers to submit advance orders;

receiving a number of advance orders from a plurality of advance purchasers;

providing goal feedback information to at least some of the advance purchasers;  
and

transforming the target release date into an actual release date when the number of received advance orders from advance purchasers equals the target number of advance orders; and

setting a revised target release date when the number of received advance orders from advance purchasers as of a predetermined time is less than the target number of advance orders.

21. (Previously Presented) A computer readable storage medium as defined in claim 20, wherein the method of dynamic release date further comprises advancing the target release date to a second, earlier revised release date when the target number of advance orders is received prior to the target release date.

22. (Previously Presented) A computer readable storage medium as defined in claim 20, wherein the target release date is for the release of at least one of a compact disk, a dvd, a movie, a play, an interview, a lecture, a tutorial, a broadcast and a roundtable discussion.

23. (Previously Presented) A computer readable storage medium as defined in claim 20, wherein the incentive is a discount.

24. (Previously Presented) A computer readable storage medium as defined in claim 20, wherein the method of dynamic release date further comprises receiving advance orders over the internet.

25. (Previously Presented) A computer readable storage medium as defined in claim 20, wherein the advance orders are made for a product that is available in both digital and hard copy form.

26. (Previously Presented) A computer readable storage medium as defined in claim 20, wherein the method of dynamic release date further comprises releasing a product to advance purchasers on the actual release date, and releasing the product to other purchasers at a later release date.

27. (Previously Presented) A computer readable storage medium as defined in claim 26, wherein:

the advance orders are made for a product that is available in both digital and hard copy form;

one form of the product is released to advance purchasers on the actual release date, and both forms of the product are released to other purchasers at a later release date.

28. (Previously Presented) A computer readable storage medium as defined in claim 26, wherein:

the advance orders are made for a product that is available in both digital and hard copy form;

one form of the product is released to advance purchasers on the actual release date, and a different form of the product is released to other purchasers at a later release date.